

e-Synchronist Project Second Phase Launched in Western Oklahoma

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A second phase of an e-Synchronist project has been launched by the Southwestern Oklahoma State University Center for Economic and Business Development in Weatherford.

Representatives from the CEBD will be contacting businesses in the convention, retail (and wholesale), trade and service sectors in seven western Oklahoma counties (Custer, Washita, Beckham, Roger Mills, Dewey, Blaine and Caddo) over the next several months.

The survey is being completed to help support business expansion and retention in the area.

Sherri Jones, e-Synchronist project coordinator, said participation of business owners and executives is critical, and all are highly encouraged to take this opportunity to share their experience and knowledge in order to further business retention and expansion in their communities.

She said the CEBD at SWOSU is working to gain a better understanding of the economy, local companies and future changes. This effort is being facilitated by the use of the e-Synchronist survey model in which area businesses are contacted and asked to share information about their product or service, the workforce, training, technology, satisfaction with utility providers, and thoughts on their community as a place to conduct business.

All information is confidential and once collected, it will be utilized, in aggregate form, to provide economic and community leaders with a solid foundation on which to base future economic development decisions.

The first part of the e-Synchronist project began in the spring of 2005 and focused solely on the manufacturing sector. In January of 2006, the collected data was presented to businesses, educational institutions, community leaders, and elected officials at the inaugural conference of the Southwest Oklahoma Impact Coalition (SOIC).

As a result of that presentation, Jones said plans are currently underway to form committees to prioritize needs and concerns of regional stakeholders.

Additional information about the project is available by contacting Jones at 580.774.3039 or sherri.jones@swosu.edu.